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**POWER OF ATTORNEY  
OR  
REVOCATION OF POWER OF ATTORNEY  
WITH A NEW POWER OF ATTORNEY  
AND  
CHANGE OF CORRESPONDENCE ADDRESS**

<b>Application Number</b>	10/612,283
<b>Filing Date</b>	06/30/2003
<b>First Named Inventor</b>	David J. Burton
<b>Title</b>	Method and System for Custom Selection and Packaging of
<b>Art Unit</b>	3628
<b>Examiner Name</b>	D. Vetter
<b>Attorney Docket Number</b>	G-136

I hereby revoke all previous powers of attorney given in the above-identified application.

☐ A Power of Attorney is submitted herewith.

OR

☒ I hereby appoint Practitioner(s) associated with the following Customer Number as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith:

00919

OR

☐ I hereby appoint Practitioner(s) named below as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith:

Practitioner(s) Name	Registration Number

Please recognize or change the correspondence address for the above-identified application to:

☒ The address associated with the above-mentioned Customer Number.

OR

☐ The address associated with Customer Number:

OR

☐ Firm or Individual Name

Address

City

State

Zip

Country

Telephone

Email

I am the:

☐ Applicant/Inventor.

OR

☒ Assignee of record of the entire interest. See 37 CFR 3.71.

Statement under 37 CFR 3.73(b) (Form PTO/SB/96) submitted herewith or filed on \_\_\_\_\_.

**SIGNATURE of Applicant or Assignee of Record**

Signature	/Brian A. Lemm/	Date	12/12/08
Name	Brian A. Lemm	Telephone	+1 (203) 924-3836
Title and Company	Senior Corporate Counsel - Pitney Bowes Inc.		

**NOTE:** Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below\*.

☐ \*Total of \_\_\_\_\_ forms are submitted.

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

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### STATEMENT UNDER 37 CFR 3.73(b)

Applicant/Patent Owner: Pitney Bowes Inc.

Application No./Patent No.: 10/612,283 Filed/Issue Date: June 30, 2003

Entitled: METHOD AND SYSTEM FOR CUSTOM SELECTION AND PACKAGING OF ITEMS TO CUSTOMER ORDERS

Pitney Bowes Inc., a corporation  
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title and interest  
(The extent (by percentage) of its ownership interest is \_\_\_\_\_ %)

in the patent application/patent identified above by virtue of either:

- A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

OR

- B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

Inventors David J. Burton, Edward J.

1. From: Burton, and Gloria MacDonald To: Postlinx Corporation  
The document was recorded in the United States Patent and Trademark Office at  
Reel 014848, Frame 0568, or for which a copy thereof is attached.
2. From: Postlinx Corporation To: Printlinx Corporation  
The document was recorded in the United States Patent and Trademark Office at  
Reel 016991, Frame 0964, or for which a copy thereof is attached.
3. From: Printlinx Corporation To: Pitney Bowes Inc.  
The document was recorded in the United States Patent and Trademark Office at  
Reel 021720, Frame 0292, or for which a copy thereof is attached.

☒ Additional documents in the chain of title are listed on a supplemental sheet.

☒ As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

Brian A. Lemm  
Signature

12/12/08  
Date

Brian A. Lemm  
Printed or Typed Name

(203) 924-3836  
Telephone Number

Senior Corporate Counsel  
Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

**STATEMENT UNDER 37 CFR 3.73(b)**

**SUPPLEMENTAL SHEET**

Applicant/Patent Owner: Pitney Bowes Inc.

Application No.: 10/612,283 Filed: June 30, 2003

Entitled: METHOD AND SSYTEM FOR CUSTOM SELECTION AND PACKAGING OF ITEMS TO  
CUSTOMER ORDERS

A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: Inventors Brendan W. Szemplinski and Joel Yoffee To: Synapse Group, Inc.  
The document was recorded in the United States Patent and Trademark Office at  
Reel 014847, Frame 0896, or for which a copy thereof is attached.
2. From: Synapse Group, Inc. To: Pitney Bowes Inc.  
The document was recorded in the United States Patent and Trademark Office at  
Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

## **ASSIGNMENT**

WHEREAS, Synapse Group, Inc., having a place of business at 225 High Ridge Road, Stamford, CT 06905, is the owner of a partial right, title and interest in an invention entitled:

### **METHOD AND SYSTEM FOR CUSTOM SELECTION AND PACKAGING OF ITEMS TO FULFILL CUSTOMER ORDERS**

for which an application for United States Patent has been filed on June 30, 2003, under serial number 10/612,283;

AND WHEREAS, Pitney Bowes Inc., a corporation organized and existing under the laws of the State of Delaware and having its place of business at 1 Elmcroft Road, Stamford, Connecticut, U.S.A., is desirous of acquiring certain rights thereunder.

NOW, THEREFORE, for one dollar and other good and valuable consideration, receipt of all of which is hereby acknowledged, Synapse Group, Inc. has agreed to and hereby sells, assigns and transfers unto Pitney Bowes Inc. all rights, title and interest owned by Synapse Group, Inc., in and throughout the United States of America (including its territories and dependencies) and all countries foreign thereto, in and to said invention, said application and any and all patents (including extensions thereof, and all the rights under the International Convention for the Protection of Industrial Property including the right to claim for any foreign patent application the priority date of the corresponding U.S. patent application) of any country, which have been or may be granted on said invention or any part thereof, or on said application or any divisional, continuing, renewal, substitute, reissue, reexamination, or other patent application based in whole or in part thereon, or based upon said invention;

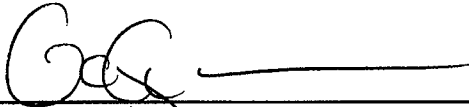
TO BE HELD AND ENJOYED by Pitney Bowes Inc., its successors and assigns, to the full ends of the respective terms of which said patents or any of them have been or may be granted, as fully and entirely as the same would have been held and enjoyed had no sale and assignment of said interest been made;

AND Synapse Group, Inc. agrees that it will execute and deliver or cause to be executed and delivered, to Pitney Bowes Inc. or its legal representatives, any other or additional releases, documents, certificates, powers or other writings prepared by Pitney Bowes Inc., and take all additional actions as may be necessary to effectuate and validate this Assignment, to record this Assignment with the United States Patent and Trademark Office and the appropriate agencies and offices of all jurisdictions in which the invention is or may be registered or in which applications for registration are pending, under the relevant laws of the United States or any other jurisdictions.

AND Synapse Group, Inc. covenants that no right or license to make, use or sell said invention has been granted, that, prior to the execution of this deed, Synapse Group, Inc.'s right, title and interest in said invention has not been otherwise encumbered, and that no instrument which would conflict with this assignment has been or will be executed.

IN WITNESS WHEREOF, this Assignment is duly executed and delivered as of the day and year written below.

**Synapse Group, Inc.**

  
\_\_\_\_\_  
Signature

12/10/08  
\_\_\_\_\_  
Date

Gary A. Greene  
\_\_\_\_\_  
Printed Name

Vice President and Chief Corporate Counsel  
\_\_\_\_\_  
Title

**ACKNOWLEDGEMENT**

STATE OF Connecticut  
COUNTY OF Fairfield

ss:

On the 10th day of December, 2008, before me, a Notary Public duly commissioned, qualified and acting within and for the said County and State, personally came Gary A. Greene, to me known, who, being by me duly sworn, did depose and say that he is Vice President and Chief Corporate Counsel of Synapse Group, Inc. and is duly authorized in that capacity to execute the foregoing instrument for and in the name and on behalf of Synapse Group, Inc. and further stated and acknowledged that he has so signed, executed and delivered said foregoing instrument for the consideration, uses and purposes therein mentioned.

  
\_\_\_\_\_  
Notary Public